

MOPS International Web Sponsorships

MOPS e-newsletters allow you to make a lasting impression on our audience of over 85,000 subscribers, 32,000 MOPS group leaders. MOPS International provides very limited access to our audience, thus increasing the impact and response of well-designed merchandising and advertising efforts.

Please login to www.MOPS.org/sponsorlogin to view currently available dates for your sponsorship.

E-newsletter Advertising - Cost: \$1,000 per blast

Mom-E-Mail

- Weekly themed email sent to approximately 85,000 subscribers
- Email is a featured MOPS International Membership benefit with a high traffic rate
- One graphic in .jpg format--125 x 125 pixels, 20 words and a link—your graphic can be an animated .gif if you wish
- Displayed in the highest click-through position on the page, above the fold

Leaders Online

- Bi-weekly email sent to all MOPS group leaders (approximately 32,000)
- One graphic in .jpg format--125 x 125 pixels, 20 words and a link—your graphic can be an animated .gif if you wish
- Reaches volume buyers and women who are influential group leaders
- Displayed in the highest click-through position on the page, above the fold

Secondary Promo Module for E-newsletters – Cost: \$750 per blast

- Ad specs are the same as above
- Displayed two spaces below the primary sponsor's ad—in the right-hand sidebar
- Available on select Mom-E-Mail dates

Special Themed E-blasts - Cost: \$700

- Promote your offer* to 85,000 MOPS e-newsletter subscribers—members and leaders
- Includes a logo/graphic and a one-sentence special offer with a click-through to your website
- Includes a *week-long* link, via our homepage, to your ad: for one week after the actual blast date, we'll have an area on our homepage inviting moms to "See Special Offers from Friends of MOPS International!" that will link to the blast content
- Eight spots: first-come, first-served; themed offers include "Fun Summer Savings," "Back to School Savings," "Special Christmas Savings," "Special Valentine Offers for Your Sweeties," and "Mother's Day Specials"
- Specs: 150 x 150 pixel .jpg graphic, 20 words, website link

* *Special offer must be appropriate for MOPS moms, and we recommend messaging consistent with the theme.*

Sponsor Relations Account Manager:

Crista Carnes - ccarnes@MOPS.org

303.696.2721

Web Sponsorship
Opportunities